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Motivation is very important tool in our daily business life. Motivation means to influence someone to do something willingly to achieve any goal or objectives. Motivation is the mixture of wants, needs and drives within the individual which seek gratification through the acquisition or object. Marketers continually ask what ultimately promotes their
consumer to purchase their product. Clearly consumer motivations are complex, and marketers must work vigorously to uncover them. According to motivation theory, environmental stimuli may activate the drive to satisfy an underlying need. Theorists like Abraham Maslow and Henry Murray have elaborate models of the way physiological and
social needs influence behavior. That means an influencer or motivator influence or motivator or motivator influence or motivator influen
individual to reflect goal-directed arousal and it is important to note that motivation plays a very crucial role in the current society as it is the psychological power that influences an individual to work towards a desired goal". The purpose of this essay is to describe the motivational theories and the affect of it on the buyer or consumer. In the modern
marketing system a marketer always tries to motivate the customer's satisfaction. So to achieve customer or the intension of the customer, then provide information about the essential goods and services that
the customer looking for. And finally sell the goods or services to the customers demand, they create demand of a product. And here we find the best use of
the motivational theories. Motivational theories help to classify the customers to understand their need and demand of people according to their class
In this essay two famous theories will be discussed, one is Henry Murray's theory (primary and secondary needs) and another is Abraham Maslow's theory (primary and secondary needs). In this essay we will observe how the theories effect on the consumer behaviour and how marketers use the practical use of these theories. Henry Murray's theory (primary and secondary needs) and another is Abraham Maslow's theory (primary and secondary needs).
Murray's theory of need, however, based on the consumer behaviour. Murray's theory is that he believes that personality as being driven by the secondary needs such as Achievement, Dominance, Affiliation and
Nurturance. The extent to which each of these needs was felt by an individual shaped their personality and behaviour (Heffner, 2002). American psychologist Henry Murray developed a theory of personality that was organized in terms of motives, presses, and needs. Murray described a needs as a, "potentiality or readiness to respond in a certain way
under certain given circumstances" (Wagner, 2008). Henry Murray's Theory was focused on 2 types of needs and psychological needs and psychological demands, such as the need for oxygen, food, water, sex and avoidance of
pain. Physical needs aim to reach a satisfaction of basic physical processes. Primary needs are food, water, air, sex, avoidance of pain. Secondary needs are food, water, air, sex, avoidance of pain. Secondary needs are food, water, air, sex, avoidance of pain. Secondary needs are food, water, air, sex, avoidance of pain. Secondary needs are food, water, air, sex, avoidance of pain. Secondary needs are food, water, air, sex, avoidance of pain. Secondary needs are food, water, air, sex, avoidance of pain. Secondary needs are food, water, air, sex, avoidance of pain. Secondary needs are food, water, air, sex, avoidance of pain. Secondary needs are food, water, air, sex, avoidance of pain. Secondary needs are food, water, air, sex, avoidance of pain. Secondary needs are food, water, air, sex, avoidance of pain. Secondary needs are food, water, air, sex, avoidance of pain. Secondary needs are food, water, air, sex, avoidance of pain. Secondary needs are food, water, air, sex, avoidance of pain. Secondary needs are food, water, air, sex, avoidance of pain. Secondary needs are food, water, air, sex, avoidance of pain. Secondary needs are food, water, air, sex, avoidance of pain. Secondary needs are food, water, air, sex, avoidance of pain. Secondary needs are food, water, air, sex, avoidance of pain. Secondary needs are food, water, air, sex, avoidance of pain. Secondary needs are food, water, air, sex, avoidance of pain. Secondary needs are food, water, air, sex, avoidance of pain. Secondary needs are food, water, air, sex, avoidance of pain. Secondary needs are food, water, air, sex, avoidance of pain. Secondary needs are food, water, air, sex, avoidance of pain. Secondary needs are food, water, air, sex, avoidance of pain. Secondary needs are food, water, air, sex, avoidance of pain. Secondary needs are food, water, air, sex, avoidance of pain. Secondary needs are food, air, sex, avoidance of pain. Secondary needs are food, air, sex, a
the thirst of Pepsi or one can feel the hunger of a Hot-dog (Murray, 2004, p.233). Secondary needs which are either derive from our biological needs or are inherent in our psychological needs or are inherent in
cognizance. Now we will try to construct a practical aspect of this theory. Now a day's people prefer the amusement park to satisfies the following variety of needs. Psychological need driven- Convenient to satisfy the philological need in leaser time. Preparation problem avoidance- people wants to pass their leaser
time smoothly. They are unwilling to take the preparation problem to satisfy their need and try to full utilize their time. Socially Driven- People seek friendly environment to get variety of fun, food and drink to pass time. And people are more habitual to go to park. Experience Driven- To arrange the items of amusement by oneself causes many
problems. And people get a variety of amusement in amusement park. Investment Driven - To prepare a self or family. So, people can get variety of need with a less cost in a park. This practical example supports the Murray's theory. As this
motivation theory, needs don't operate on their own to influence behavior. Rather, needs operate through motives are thoughts and feelings that direct someone to enact behaviors which will satiate his/her need when it is motivated. Here the peoples are motivated form the variety
of other environmental influencer. In another way motivation creates the need to the people motivated by amusement or refreshing need, which would ultimately direct to find something to get amusement or refreshing need, which would ultimately direct to find something to get amusement or refreshing need, which would ultimately direct to find something to get amusement or refreshing need, which would ultimately direct to find something to get amusement or refreshing need, which would ultimately direct to find something to get amusement or pleasure.
effect on the other. By this theory, Murray shows that people first derived by the basic need but the preference or the demand derived by the acquired or learned knowledge, either derived from primary need or inherent on person's psychology. For example: one may feel hungry. To satisfy his hunger one needs food. When one goes to a shop for food
surely they will find that the food preference is not same with each other. The food preference differs from culture, income, one's status, psychology, etc. To understand the consumer psychology or behaviour Murray's need theory plays an important role. But the fact is this theory gives the information about the need of the customers. Do not exactly
mean the demand of the consumer. Consumer buying behaviour is very much complex and we find that the preference comes from this theory we can know the reason of consumer's motivation or how we can motivate the
customers. But to know the consumer behaviour it is not so much helpful. Rather the research on consumer's behaviour. All the business is growing up centering the customers. Manufacturer are very much concern with their customer behaviour.
Marketing means now profitable relationship with the customers. Most of the marketing companies are now researching on consumer behaviour. Here the need theory has a great impact on the consumer buying behaviour
choice and preference. Suppose the need for Aggression may conflict with the need for Nurturance when overly controlling behavior drives away friends, family, and romantic partners. On the other hand need of Recognition may influence the need for Achievement. Beside this "Murray contended that environmental forces played a significant role in
the exhibition of the psychogenic needs. He called the forces "press," referring to the pressure they put on us that forces us to act. He further argued for a difference between the real environmental forces, alpha press, and those that are merely perceived, beta press." (Heffner, 2002)This also proves that the need theory singly cannot estimate the
consumer need or motivate customer. There are other factors that are influencing consumer's behaviour. Abraham Maslow through the Hierarchy of Needs model in 1940-50's of USA. The most popular and well-known approach to
human motivation is based on the research of the psychologist Abraham Maslow. He presented the idea that there is a hierarchy of needs in man, ranging from the lower-order physiological drives (e.g. affection, friendship, love and
acceptance), to the higher-order needs for self-esteem (e.g. prestige, success and accomplishment) and self-actualization (e.g. self-fulfillment and enriching experiences). The lower-level needs first, before they begin to pursue higher-order needs
According to Maslow the highest level of need is related to self-actualization, i.e. the desire to live up one's full potential and to maximize the use of skills and abilities. However, this need for self-actualization only becomes activated if all four of the lower-level needs have already been satisfied. Maslow postulated that there exists a deprivation of
soma human needs which induces the need to gratify it and that process of need gratification is activated to satisfy the hierarchical needs (Wahba & Bridwelt 1976. p. 515). In Maslow's theory there are five consecutive needs that motivate a person chronologically. They are Self-Actualization, Esteem Needs, Social Needs, Safety Needs and
Physiological Needs. Indeed, Maslow's ideas surrounding the Hierarchy of Needs concerning the responsibility of employees to fulfill their own unique potential (self-actualization) are today more relevant than ever. Diagram: Maslow's Hierarchy of needSources: (Alan
Chapman review and other material, 1995-2008) and (Maslow, 2004, p.226). From the above discussion it is found that how step by step the need theory motivates a people and changes his behaviour. Here we find the practical implication of Masslow's theory is lack of empirical and theoretical
evidence to support its basic assumptions (Wahba & Bridwelt, p.514). Here we just find the direction of the need and how a consumer can fulfil the need. And it does not show any specific direction of choice as stated in Henry Murray. Critical analysis on Abraham Maslow's theory has a great importance to motivate people step by step
Thus it is still popular to many firms and businesses. It considers the stage of people's status and shows his needs and demands as well as the way to motivate him. Specific criticisms of Maslow's hierarchy theory include its acknowledged strength of being sufficiently generic to cover most lists of human needs, means that the concepts are too
general. Whether needs conform with Maslow's proposed prepotency hierarchy has been questioned and even Maslow questioned the hierarchy upon which his theory is based. Another hierarchy upon which his theory is based. Another hierarchy upon which his theory is based. Another hierarchy upon which his theory is based.
becomes operative. Remember! This is just a sample You can get your custom paper by one of our expert writers Furthermore, Maslow's theory does not take into account heroic and altruistic behavior as other theories can do, nor incorporates other important needs such as dominance, abasement, play, and aggression (Witt & Wright 1992) that are
included in Murray's classification. William James (1892/1962) and Mathes (1981) have given a proposal on the hierarchy that has three levels of human need. The hypothesized levels of James are material (physiological, safety & security), social (belongingness, esteem need), and finally spiritual. On the other hand three levels of Mathes that he has
proposed are physiological, belongings, and self-actualization, he expressed security and self-esteem as unwarranted (Maslow, 2004, p.226). This statement expresses the importance of the theory may face little change or
problem. "One of the many interesting things Maslow noticed while he worked with monkeys early in his career was that some needs take precedence over others. For example, if you are hungry and thirsty, you will tend to try to take care of the thirst first. After all, you can do without food for weeks, but you can only do without water for a couple of
days! Thirst is a "stronger" need than hunger. Likewise, if you are very very thirsty, but someone has put a choke hold on you and you can't breathe, which is more important? The need to breathe, of course. On the other hand, sex is less powerful than any of these. Let's face it, you won't die if you don't get it!" (Maslow, 2006). Here, the study finds
that the consumer behaviour is affected with some other external factors. So, to understand the consumer behaviour we have to think some other factors. Let see what we find from the statement below. "Though Maslow's hierarchy makes sense intuitively, little evidence supports its strict hierarchy. Actually, recent research challenges the order that
the needs are imposed by Maslow's pyramid. As an example, in some cultures, social needs are placed more fundamentally than any others. Further, Maslow's hierarchy fails to explain the "starving artist" scenario, in which the aesthetic neglects their physical needs to pursuit of aesthetic or spiritual goals. Additionally, little evidence suggests that
people satisfy exclusively one motivating need at a time, other than situations where needs conflict." (Maslow, 2004)So it has been found that there are some other factors that are influence or motivate the consumer. These factors are more vital then the need statement. The need theory is not enough to understand the consumer behaviour. But in
many cases the need theory factors plays important role to motivate customers. ConclusionNeed theory is actually helpful to motivate the employee, entrepreneur, business man, etc. Now a day's
buyers are buying behaviour is very complex. They take a buying decision considering many other factors. The best way to know the consumer behaviour and to motivate them is to know the consumers culture, income level, attitude, market condition, etc. Witt and Wright (1992) suggest at the theoretical level expectancy theory enables many of the
existing concepts in the study of consumer motivation to be incorporated within a single theoretical framework i.e., need theories such as Maslow and Murray but the emotional aspects of consumer motivation, for example as in case of tourist motivation, the needs which instigate the desire to travel in the first place, the decision making involved in
choosing whether to do on holiday and, if so, where is not provided by Maslow or Murray. So in conclusion it can be said that even if the need theories are highly criticized for lacking strong empirical support one should not forget that both the above theories were derived from clinical learning and practice. So they may not
have correlations between each other as any study will look for, but are causal models. Moreover their validity lies in their acceptance in management practices especially is explaining consumer motivation and other allied areas of marketing like advertising and positioning of products. Hence these theories cannot be rejected for their lack of
empirical support as they provide huge assistance to explain human personality and their behaviour. References Alan Chapman review and other material. (1995-2008). Maslow's hierarchy of needs. Abraham Maslow original Hierarchy of Needs concept. Web. Get your first paper with 15% OFF Learn More Heffner, L. Christopher. (2002). Personality
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3.Maslow, Abraham. (2006). Biography. Web.Murray, Henry. (2004). Primary and Secondary needs, Motivation, personality and Emotion. In Chapter 8.Wagner, Van Kendra. (2008). Murray's Theory of Psychogenic Needs. about.com. Web.Wahba, A., & Bridgewell, L. "Maslow reconsidered: A review of research on the need hierarchy theory."
Organizational Behavior and Human Performance, 15, 1976, pp. 212-240.Witt, C. & Wright, P. Tourist Motivation: Life after Maslow. In P. Johnson and B. Thomas (eds.), Choice and Demand in Tourism, (pp. 33-55). London: Mansell, 1992. Abraham Maslow's hierarchical approach to motivation has been universally "adopted by marketers" (Solomon
White, & Dahl, 2015, p. 100) because it helps them to understand which level of need their target consumer is trying to meet and how to market their product to fulfill that need (Thompson, 2019). Coca-Cola (Coke) is known for its unique and innovative marketing strategies and their approach to Maslow's Hierarchy of Needs is no exception.
Throughout history, Coke has expertly targeted every tier of Maslow's Hierarchy of Needs, and by doing so they have created and retained dedicated life-long customers. The first tier in Maslow's model is physiological, or basic, needs. The consumers at this level are solely seeking to satisfy their basic survival needs, such as water and staple food
items (Walker, 2017). In 1986, Roberto C. Goizueta, the Chairman and CEO of Coke at the time, is quoted saying: "Eventually the number 1 beverage on earth will not be tea, or coffee, or wine, or beer, it will be soft drinks. Our soft drinks." (Angelico, Neidik, & Webb, 1998) proving that the company was determined to target the consumers in this
motivation tier. Since then, Coca Cola has managed to convince consumers that it should be a staple in their diet, and for many, it has completely replaced water, but this was not always the case (Angelico et al., 1998). In 1886, John Pemberton combined the healing properties of the coco leaf and the cola nut to create a drink that would eventually
become Coca Cola; he originally created and marketed it as a "brain-tonic" or "cure-all elixir" (Angelico et al., 1998). Though Maslow would not be born for another 20 or so years (The Editors of Encyclopaedia Britannica, 2019), Pemberton was inadvertently marketing his elixir to the second tier in Maslow's Hierarchy of Needs: safety needs; which
includes health, security, and protection. According to Maslow, consumers will not be motivated by safety needs until their physiological needs have been met (Walker, 2017). While Coke is no longer regarded as a "health" drink, it still appeals to consumers motivated by safety needs because it provides them with the comforting feel of home. During
WW2, one severely wounded American soldier even credited holding in his hand an empty Coke bottle for being "the only thing that kept him from dying all night long" (Angelico et al., 1998). The motivational needs in the third tier, belonging and love, address consumers who feel their physiological and safety needs have been adequately satisfied
who are now looking to spend more of their disposable income (Walker, 2017). This tier is an appealing choice for marketers (Walker, 2017), Coke included, due to the sheer volume of consumers motivated to make purchasing decisions that satisfy their social needs. Coke's global growth strategy resulting in the brand becoming "within an arm's
reach" of the consumer at all times, combined with its air of nostalgia sentimentally depicted in advertisements featuring children and the good ol' days, resulted in many consumers purchasing Coke as a way to fulfill their intimacy motivations (Angelico et al., 1998). "Coca Cola is your friend. Wherever you go Coca Cola is always there, it's like
coming home to mother." (Angelico et al., 1998). The second to final tier, self-esteem needs, generally consists of luxury item, but its early history is rooted in social status and classism. Mid-20th century, as a feature of American culture and
company hanging a Coke sign out resulted in "immediate business success" (Angelico et al., 1998). Achievement and success were also strong themes developed through the brand's sponsorship marketing strategies, namely as a feature sponsor for Olympic events including the 1996 Olympics in Atlanta (Angelico et al., 1998), which continue to this
day. Self-actualization needs, the final tier, addresses the motivations of consumers who have already fulfilled their needs in all of the previous tiers and now desire a sense of self-fulfillment and accomplishment (Walker, 2017). As Candler, who transformed Coke into the soda giant we know today, appealed to consumers—name business men at their needs in all of the previous tiers and now desire a sense of self-fulfillment and accomplishment (Walker, 2017).
time - in this tier by claiming "a Coca Cola taken at 8, energizes the brain 'till 11" (Angelico et al., 1998). I believe Coke is the perfect brand to study when
learning about Maslow's Hierarchy of Needs. Being able to market to the different motivations of consumers at each level of the model cannot be easy, but I believe it is the reason Coca Cola has maintained so much success over such a long period of time. Maslow's model teaches us that, "[c]onsumers may have different need priorities at different
times and stages of their lives" (Solomon et. al, 2015, p. 101), thus by marketing to all 5 tiers, Coca Cola can essentially guarantee life-long consumers. Every day, consumers make countless decisions about what to buy, where to shop, how much to spend, and so on. These decisions are influenced by a complex set of factors that shape their
preferences, needs, wants, and goals. Understanding these factors is crucial for marketers who want to create effective strategies to attract, satisfy, and retain customers. One of the most important factors that drives consumer behavior is motivation. Motivation can be defined as the internal force that stimulates, directs, and sustains a
person's actions toward a certain goal. In the context of consumer behavior, motivation refers to the reasons why consumers choose to buy or not buy a product or service, and how they evaluate their satisfaction or dissatisfaction after the purchase. Motivation can be influenced by both intrinsic and extrinsic factors, which have different effects on
consumer behavior. - Intrinsic motivation is the motivation is the motivation is the motivation is often associated with psychological needs, such as self-actualization, autonomy, competence, and relatedness. Consumers who are intrinsically motivated tend to buy
products or services that match their identity, express their personality, or fulfill their passions. For example, a consumer who loves music may buy a guitar because it gives them joy and satisfaction, not because they want to impress others or make money from it. - Extrinsic motivation is the motivation that comes from outside the consumer, based on
external rewards, incentives, or pressures. Extrinsic motivation is often associated with physiological or social needs, such as hunger, thirst, safety, status, or belonging. Consumers who are extrinsically motivated tend to buy products or services that offer tangible benefits, such as quality, functionality, convenience, or price, or that enhance their
social image, such as prestige, popularity, or recognition. For example, a consumer who wants to fit in with their peers may buy a trendy smartphone because it gives them access to social media, not because they enjoy using it. Both intrinsic and extrinsic motivation can affect consumer who wants to fit in with their peers may buy a trendy smartphone because it gives them access to social media, not because they enjoy using it. Both intrinsic and extrinsic motivation can affect consumer who wants to fit in with their peers may buy a trendy smartphone because it gives them access to social media, not because it gives them access to social media, not because it gives them access to social media, not because it gives them access to social media, not because it gives them access to social media, not because it gives them access to social media, not because it gives them access to social media, not because it gives them access to social media, not because it gives them access to social media, not because it gives them access to social media, not because it gives them access to social media, not because it gives them access to social media, not because it gives them access to social media, not because it gives them access to social media, not because it gives them access to social media, not because it gives them access to social media, not because it gives the access to social media, not because it gives the access to social media, not because it gives the access to social media, not because it gives the access to social media, not because it gives the access to social media, not because it gives the access to social media, not because it gives the access to social media, not because it gives the access to social media, not because it gives the access to social media, not because it gives the access to social media, not because it gives the access to social media, not give the access to social media, not gi
duration of the motivation, as well as the characteristics of the product or service, the consumer, and to design their marketers, it is important to understand the motivations, marketers can increase the likelihood of
generating positive consumer responses, such as awareness, interest, desire, action, loyalty, and advocacy. FasterCapital can help you by working on building your product and covering 50% of the costs 2. How internal factors such as values, beliefs, and emotions influence consumer behavior? Influence Consumer Behavior One of the main drivers of
consumer considers important, desirable, or worthwhile in life. For example, a consumer who values environmental sustainability may be motivated to buy organic products, use public transportation, or donate to green causes. - Beliefs: These are the convictions or assumptions that the consumer holds about themselves, others, or the world. Beliefs
shape the consumer's perception of reality and influence their expectations and attitudes. For example, a consumer who believes that they are capable and competent may be motivated to pursue challenging goals, seek feedback, or learn new skills. - Emotions: These are the feelings or affective states that the consumer experiences in response to
stimuli, events, or situations. Emotions affect the consumer's mood, arousal, and satisfaction. For example, a consumer who feels happy may be motivated to share their positive experience with others, express gratitude, or reward themselves. These internal factors can have a significant impact on the consumer's buying decisions, as they affect the
consumer's intrinsic motivation in different ways. Some of the effects are: - Enhancing interest and enjoyment: When the consumer is intrinsically motivated, they engage in the behavior because they find it interesting, enjoyable, or fun. This increases the consumer's involvement, attention, and curiosity. For example, a consumer who enjoys reading
may be motivated to buy books that match their preferences, explore new genres, or join a book club. - Increasing self-determination and autonomy: When the consumer is intrinsically motivated, they engage in the behavior because they feel that they have the freedom and control to do so. This enhances the consumer's sense of self-determination,
autonomy, and empowerment. For example, a consumer who values independence may be motivated to buy products that allow them to customize, personalize, or create their own solutions. - Fostering growth and development: When the consumer is intrinsically motivated, they engage in the behavior because they believe that it will help them grow
develop, or improve themselves. This fosters the consumer's sense of competence, mastery, and achievement. For example, a consumer who wants to learn a new language may be motivated to buy courses, books, or apps that offer feedback, guidance, or support. FasterCapital helps you in making a funding plan, valuing your startup, setting
timeframes and milestones, and getting matched with various funding sources 3. How external factors such as rewards, incentives, and social pressure influence consumer behavior? Influence consumer behavior while some consumer behavior while some consumer behavior with various funding sources 3. How external factors that may not be
directly related to the product or service they are buying. These external factors are known as extrinsic motivation, and they can have a significant impact on consumer behavior or engage in an activity to obtain some outcome that is separate from the behavior or activity itself
such as a reward, recognition, or social approval. Extrinsic motivation can affect consumer behavior in various ways, such as: - Rewards and incentives: Consumers may be motivated to buy a product or service if they receive some form of reward or incentive for doing so, such as a discount, a free gift, a loyalty program, or a cashback offer. For
example, a consumer may buy a coffee from Starbucks if they have a coupon that gives them a free pastry, or they may sign up for a streaming service if they get a free trial period. Rewards and incentives can increase the perceived value and attractiveness of a product or service, and also create a sense of urgency and scarcity that can trigger
impulse buying. - Social pressure and conformity: Consumers may be motivated to buy a product or service if they perceive that it is socially desirable, or expected by their peers, family, or society at large. For example, a consumer may buy a luxury car if they want to impress their friends, or they may buy organic food if they want to fit in
with their health-conscious community. Social pressure and conformity can influence consumer behavior by creating a need for belonging, approval, and self-esteem, and also by triggering a fear of missing out, being left behind, or being judged negatively. - Endorsements and testimonials: Consumers may be motivated to buy a product or service if
they see or hear positive feedback from other consumers, experts, celebrities, or influencers who have used or recommended it. For example, a consumer may buy a book if they read a glowing review from a reputable source. Endorsements and testimonials can
influence consumer behavior by providing social proof, credibility, and trustworthiness, and also by creating a sense of aspiration, admiration, admiration for Consumer motivation theory is a powerful framework for marketing practice Implications for Consumer motivation theory is a powerful framework for marketing practice.
understanding how intrinsic and extrinsic factors influence buying decisions. By analyzing the needs, goals, values, and emotions of consumers and models of consumer motivation theory, such astract, retain, and satisfy customers. In this article, we have discussed the main concepts and models of consumer motivation theory, such astract, retain, and satisfy customers.
Maslow's hierarchy of needs, self-determination theory, expectancy-value theory, and the means-end chain. We have also explored how these theories can be applied to various marketing contexts, such as segmentation, targeting, product development, pricing, promotion, and distribution. In this final section, we will summarize the main
points and implications of consumer motivation theory for marketing practice. Some of the key takeaways and recommendations from consumer motivation theory are: - Marketers should identify and appeal to the most relevant and salient needs of their target consumer motivation theory for marketing practice. Some of the key takeaways and recommendations from consumer motivation theory are: - Marketers should identify and appeal to the most relevant and salient needs of their target consumer motivation theory are: - Marketers should identify and appeal to the most relevant and salient needs of their target consumer motivation theory are: - Marketers should identify and appeal to the most relevant and salient needs of their target consumer motivation theory are: - Marketers should identify and appeal to the most relevant and salient needs of their target consumer motivation theory are: - Marketers should identify and appeal to the most relevant and salient needs of their target consumer motivation theory are: - Marketers should identify and appeal to the most relevant needs of their target consumer motivation theory are: - Marketers should identify and appeal to the most relevant needs of their target consumer motivation theory are: - Marketers should identify and appeal to the most relevant needs of t
example, a marketer of luxury goods may focus on the higher-order needs of self-esteem and self-actualization, while a marketer of basic necessities may emphasize the lower-order needs of physiological and safety. - Marketers should balance the use of intrinsic and extrinsic motivation to influence buying decisions, depending on the type of product
the stage of the consumer decision process, and the consumer's personality and preferences. For example, a marketer of a loyalty program may use extrinsic motivation to reward and reinforce repeat purchases. - Marketers should understand and
leverage the value and expectancy beliefs of their consumers, by highlighting the benefits and outcomes of their products, as well as the likelihood and ease of achieving them. For example, a marketer of a fitness app may emphasize the health and wellness benefits of using the app, as well as the features and functions that make it easy and enjoyable
to use. - Marketers should adopt a means-end approach to link their products to the underlying motivations and goals of their consumers, by using laddering techniques and value maps. For example, a marketer of a car may use a series of questions to elicit the attributes, consequences, and values associated with the car, such as: - What are the
features and characteristics of the car that you like? (Attributes) - How do these features and characteristics affect your experience of driving the car? (Consequences) - How do these experiences relate to your personal or social values? (Values) By doing so, the marketer can create a compelling value proposition that connects the car to the
consumer's self-concept and identity. Consumer motivation theory is a rich and dynamic field of study that offers valuable insights and guidance for marketing practice. By applying the concepts and models of consumer motivation theory, marketers can better understand and influence the behavior and satisfaction of their customers, and ultimately
achieve their business objectives. Consumer Motivation refers to the internal drives, needs, desires, and goals that influence individuals' behavior and decision-making processes in the marketplace. Motivation stems from a variety of factors, including physiological needs (such as hunger and thirst), psychological needs (such as belongingness and
self-esteem), and aspirational needs (such as achievement and self-actualization). Understanding consumer motivation is crucial for marketers to develop effective strategies that resonate with consumers' underlying needs and aspirations, whether through product features, brand messaging, or promotional tactics. By aligning marketing efforts with
consumer motivations, businesses can create compelling value propositions, evoke emotional connections, and drive engagement and loyalty among their target audience. Role of Consumer Motivation acts as the trigger that initiates consumer behavior. It prompts individuals to start the process of searching for information, evaluating
alternatives, and ultimately making a purchase decision. Motivation provides direction to consumer behavior by guiding individuals towards fulfilling specific needs or achieving desired outcomes. Consumers are motivated by various factors such as physiological needs, social status, self-esteem, or personal values, which influence their purchasing
decisions. Consumer motivation helps sustain behavior over time. It influences consumers to persist in their efforts to acquire a product or service despite obstacles or challenges they may encounter along the way. Motivation influences the decision-making process by shaping preferences and priorities among available options. Consumers are more
likely to choose products or brands that align with their underlying motives and goals. Impact on Marketing Strategies: Understanding consumer motivation enables marketers to tailor their strategies to resonate with the needs and desires of their target audience. By identifying what motivates consumers, marketers can develop more effective
messaging, product positioning, and promotional campaigns. Motivation drives consumers to seek value in the products or services they purchase. By understanding what motivates their target market, businesses can design offerings that provide meaningful benefits and address specific consumer needs, thus creating value for the consumer.
Customer Satisfaction and Loyalty: Consumer motivation plays a role in determining satisfaction with a purchase. When consumers feel that a product or service fulfills their underlying motivation: The theory of consumer motivation explores the
driving forces behind consumers' purchasing behaviors and decision-making processes. It seeks to understand why consumers make certain choices and how various factors influence their motivations. Maslow's theory posits that consumers have five levels of needs, which they seek to satisfy in a hierarchical
order: Physiological Needs: Basic needs such as food, water, and shelter. Safety Needs: Love, belonging, and social interactions. Esteem Needs: Recognition, status, and self-esteem. Self-Actualization: The desire for personal growth and fulfillment. Herzberg's Two-Factor Theory Frederick Herzberg's
theory identifies two factors that influence consumer motivation: Hygiene Factors: Basic factors that do not lead to satisfaction but cause dissatisfaction factors that drive consumer service). Motivators: Factors that drive consumer satisfaction factors that drive consumer satisfac
David McClelland's theory highlights three specific needs that motivate consumers: Need for Achievement: The desire to excel and achieve goals. Need for Achievement: The desire to excel and achieve goals. Need for Achievement: The desire to excel and achieve goals.
It involves three components: Expectancy: The belief that effort leads to a specific outcome. Valence: The value placed on the outcome. Self-Determination Theory (SDT) SDT focuses on intrinsic and extrinsic motivations: Intrinsic Motivation: Engaging in a behavior for inherent
satisfaction (e.g., personal enjoyment, interest). Extrinsic Motivation: Performing a behavior due to external rewards or pressures (e.g., discounts, promotions). Based on Freud's theories, this approach suggests that consumer Motivation
Segmentation and Targeting: Marketers identify different consumer segments based on their motivations, needs, and desires. By segmenting the market and targeting specific groups with tailored messages and offerings, marketers can address consumers' unique motivations more effectively. Pricing strategies can tap into consumer motivation by
motivations. By aligning brand messaging with consumers' emotions and values, marketers can foster strong emotional connections that drive brand loyalty and repeat purchases. Social Proof and Influence of others. Marketers leverage social proof
through customer testimonials, reviews, and endorsements from influencers to validate their products or services and encourage purchase behavior. Personalized marketing appeals to consumers' individual motivations by delivering tailored messages, recommendations, and offers based on their preferences, behavior, and past interactions with the
brand. Personalization enhances relevance and resonance, increasing the likelihood of conversion. Storytelling is a powerful marketing technique that taps into consumers' emotions and motivations that drive
engagement and purchase decisions. Gamification techniques leverage consumers' intrinsic motivate them to interact with a brand or product. By incorporating game-like elements such as challenges, badges, and rewards, marketers can enhance engagement and drive
desired behaviors. Cause marketing aligns a brand with a social or environmental cause that resonates with consumers' values and motivated by social responsibility and ethical considerations. Griskevicius, V., & Kenrick, D. T. (2013)
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consumer-brand relationship typology. Psychology & Marketing, 21(4), 279-294. Article Google Scholar Page 2 Detailed textbook with a focus on consumer behavior research This textbook addresses the central question of whether and in what way advertising has a lasting influence on the purchase decision process. For this purpose, it takes a look
at the focus of consumer behavior and market research. In the course of this, the work conveys the basics of consumer behaviour in a comprehensible and clear language. Why is the shopping cart fuller than planned? Why does everyone want the latest smartphone so badly? The authors Stefan Hoffmann and Payam Akbar address the following topics
in their book "Consumer Behaviour": They begin with the understanding of the term and briefly outline the theoretical as well as methodological approach to consumer behaviour, which take place first and foremost within us: Motivation, emotion and cognition as well as attitude and decision. They
then show that behaviour differs systematically between different consumer groups. For this purpose, they consider influences from the social, physical and media environments and thus constantly changes over time. This
second edition of the book has been revised and updated by the authors. Clear textbook for exam preparation with many practical aids The Consumer Behavior textbook is intended for students in the following disciplines: Business AdministrationPsychologyCommunications Related disciplines It follows a consistent didactic concept: as a reader, you
observe the fictional characters Lea and Ben in numerous consumption situations. In this way, you get to know essential theories and models in a lively way and close to everyday life. The following elements also help you to quickly grasp and effectively learn the contents of the textbook "Consumer Behaviour": Case studiesDescriptions of relevant
studiesQR codes to video content (e.g. videos and websites) This makes this book ideal for reviewing lectures and preparing for exams. At the end of each chapter you will find questions for self-monitoring and recommended reading. "Very good and descriptive work with the essential esse
Applied Psychology of the Psychology School, Fresenius University)"A book that brings the student well guided into the depth of consumer understanding."Particularly noteworthy: "The continuous good didactic reader guidance with case studies and references" (Prof. Dr. Bernd Schabbing, FG Tourism Management, International School of
Management ISM, University of Applied Sciences, Dortmund). Prof. Dr. Stefan Hoffmann is Professor of Marketing at the Christian-Albrechts-Universität zu Kiel. His research focuses on ethical consumer behavior, marketing communication, marketing research and intercultural marketing. Dr. Payam Akbar is a business psychologist. He researches
and teaches on the topics of marketing management and consumer behavior at the Chair of Marketing at Christian Albrechts University in Kiel. Previously, he gained several years of professional experience in the field of e-commerce and multi-channel retailing. Page 3 Detailliertes Lehrbuch mit Schwerpunkt auf der Konsumentenverhaltensforschung
Dieses Lehrbuch geht der zentralen Frage nach, ob und auf welche Weise uns Werbung im Kaufentscheidungsprozess nachhaltig beeinflusst. Hierfür wirft es einen Blick auf die Schwerpunkte des Konsumentenverhaltens verständlich und in
klarer Sprache. Warum ist der Einkaufswagen voller als geplant? Wieso will jeder unbedingt das neueste Smartphone? Die Autoren Stefan Hoffmann und Payam Akbar gehen in ihrem Buch "Konsumentenverhalten" auf folgende Themen ein: Sie begrinfsverständnis und umreißen den theoretischen sowie methodischen Ansatz der
Konsumentenverhaltens knapp. Anschließend besprechen sie Einflüsse auf das Konsumentenverhalten, welche sich voranging in unserem Inneren abspielen: Motivation, Emotion und Kognition sowie Einstellung und Entscheidung. Danach zeigen sie auf, dass sich das Verhalten zwischen verschiedenen Konsumentengruppen systematisch
unterscheidet. Sie betrachten hierfür Einflüsse aus der sozialen, physischen sowie medialen Umwelt. Am Ende des Konsumentenverhalten in allgemeine gesellschaftliche Entwicklungen eingebettet ist und sich damit im Laufe der Zeit stetig wandelt. Diese dritte Auflage des Buchs wurde überarbeitet
und aktualisiert und um neue Kapitel zu den Themen nachhaltiges Konsumverhalten und Konsumverhalten in der Sharing-Economy ergänzt. Anschauliches Lehrbuch zur Prüfungsvorbereitung mit vielen praktischen Hilfestellungen Das Lehrbuch zur Prüfungsvorbereitung mit vielen Prüfungsvorbere
Fachbereichen: Betriebswirtschaftslehre Psychologie Kommunikationswissenschaften Angrenzende Disziplinen Es folgt einem durchgängigen didaktischen Konsumsituationen. Auf diese Weise lernen Sie wesentliche Theorien und Modelle lebendig und alltagsnah
kennen. Folgende Elemente tragen zusätzlich dazu bei, dass Sie die Inhalte des Lehrbuchs "Konsumentenverhalten" schnell begreifen und effektiv erlernen können: Fallbeispiele Schilderungen einschlägiger Studien QR-Codes zu Video-Content (z.B. Videos und Websites) Damit eignet sich dieses Buch optimal zur Nachbereitung von Vorlesungen und
zur Prüfungsvorbereitung. Am Ende jedes Kapitels finden Sie Fragen zur Selbstkontrolle und Literaturempfehlungen. "Sehr gutes und anschauliches Werk mit den wesentlichen Essentiels zur Konsumentenforschung." (Michael Pusler, Bachelor Angewandte Psychologie der Psycholog
gut geleitet in die Tiefe des Konsumentenverständnisses bringt." Besonders hervozuheben: "Die durchgehende gute didaktische Leserführung mit Fallaufgaben und Hinweisen" (Prof. Dr. Bernd Schabbing, FG Tourismusmanagement, International School of Management ISM, University of Applied Sciences, Dortmund) Prof. Dr. Stefan Hoffmann ist
Professor für Marketing an der Christian-Albrechts-Universität zu Kiel. Prof. Dr. Payam Akbar ist Wirtschaftspsychologe und Professor für Marketing, understanding the "why" behind a consumer's decision plays a crucial role. What exactly triggers
the purchase? Why do consumer favor certain products over others? These are vital questions that underline one central concept: consumer behavior is what drives a customer to seek, select, and purchase a particular product or
service.It's the spark, that kick-starting energy that nudges them toward a decision. Needless to say, this motivation varies from person and there's an array of factors that influence consumer motivation to person and there's an array of factors that influence this. Factors that influence consumer motivation varies from person and there's an array of factors that influence this. Factors that influence this.
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time. Social Influence: Consumers are also motivated by societal norms, peer pressure, and trends that permeate through social circles. The Why's of Motivation Understanding what drives a consumer psychology steps in. Unraveling the 'why' behind a purchase decision
can be related back to two basic types of motivation: Intrinsic Motivation: Motivation: This type of motivation is driven by personal interests or sheer enjoyment. For instance, a person might be keen on purchasing a painting because they genuinely appreciate art. Extrinsic Motivation: This type of motivation is driven by
external factors or rewards. This could be anything from discounts, loyalty programs, or even recognition from peers. Practical Examples in ActionLet's use a quick scenario to highlight this. Think about a teenager who buys the latest smartphone. They might be intrinsically motivated if they have a genuine interest in tech, love exploring new features.
and derive a sense of satisfaction from owning the latest gadget. Alternatively, the extrinsic motivation could be showing off the latest tech to their peers or even the simple joy of unboxing a new product. Here, the motivation to purchase is still very much present, but it's driven by an external factor. Photo by merttly on UnsplashTypes of Consumer
Motivation Having looked at what motivates consumers and identified the driving factors, it's high time we delve deeper to understand the distinct forms of consumer motivation, as follows: The Power of Perceived Value to outweigh the cost.
This perceived value is essentially the fuel that drives their buying decision. Let's break down a tangible example. If a student is motivated to purchase a chemistry book, their decision will hinge on their perception of its value. Will it enrich their understanding, offer them the best information, and help them excel in their exams? If the answer is a
resounding yes, then they will feel motivated to make a purchase. Desire: The Magnetic ForceDesire plays a significant role in influencing consumer motivation. It's what draws them towards certain products and services. After all, we're all swayed by things that solve our problems or meet some implicit or explicit desire. Diving into a textbook
example, let's revisit our student looking to buy a chemistry book. If they have a burning desire to ace the chemistry exam or a fascination with the subject, their desire will pull them towards finding the very best learning materials. The result? A driven, motivated potential customer. The Role of Rational Motivation Rational motivation comes into play
when consumers make calculated decisions based on an assessment of pros and cons. They examine the practical benefits, quality and price of a product or service before making a purchase. Take a consumer in search of a car. They will look at factors such as fuel efficiency, safety ratings, spare part availability, and resale value. When these rational
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motorcycles driven by an emotional connection to the brand. The rumble of the engine, the brand. Fear also functions as a form of consumer motivation. Consumers often buy products or subscribe to services to alleviate or
prevent fears, out of the desire for safety or security. Think of the surge in sales of face masks and hand sanitizers during the COVID-19 pandemic. Fear of contracting the deadly virus greatly motivated consumers to purchase these products. Photo by vonshnauzer on UnsplashThe Role of Perception in Consumer MotivationWe've already seen what
motivation is in consumer behavior and what factors influence it, such as needs, wants, preferences, and social influences purchasing decisions. Perception Perception in marketing refers to how consumers interpret information about
products or services. This can relate to pricing, branding, packaging, advertising, and so on. Each person's perception varies and is influenced by a multitude of factors including past experiences, personal beliefs, and societal culture. Perception Influenced by a multitude of factors including past experiences, personal beliefs, and societal culture.
motivation: Perceived value: When a consumer perceive a product or service to have high value, they are more likely to be motivated to purchase it. Take Apple products as an example; many consumer's perceive them as high quality, innovative, and status-enhancing, fueling their motivation to buy. Desire: A consumer's perceive them as high quality, innovative, and status-enhancing, fueling their motivation to buy. Desire: A consumer's perceive them as high quality, innovative, and status-enhancing, fueling their motivation to buy. Desire: A consumer's perceive them as high quality, innovative, and status-enhancing, fueling their motivation to buy. Desire: A consumer's perceive them as high quality, innovative, and status-enhancing, fueling their motivation to buy. Desire: A consumer's perceive them as high quality, innovative, and status-enhancing, fueling their motivation to buy. Desire: A consumer's perceive them as high quality, innovative, and status-enhancing, fueling their motivation to buy. Desire: A consumer's perceive them as high quality, innovative, and status-enhancing their motivation to buy. Desire: A consumer's perceive them as high quality, innovative, and status-enhancing their motivation to buy. Desire: A consumer's perceive them as high quality, innovative, and status-enhancing their motivation to buy. Desire: A consumer's perceive them as high quality the buy and the bu
build a strong desire, making it a powerful motivator. A classic instance is diamond marketing. De Beers effectively used marketing a strong emotional desire among consumers to buy diamonds. Rational motivation: When a consumer perceives a product to
reasonably fulfill a specific need or function, they are motivated rationally. For example, if an individual perceives an electric car like Tesla to be environment-friendly and cost-effective in the long run, their motivation to buy is rational. Emotional motivation: Sometimes, consumers are not driven by logic but by how a product makes them feel. This is
where emotional motivation comes into play. A consumer might be motivated to buy a luxury handbag not for its functionality but for the feel-good factor. This is often seen in the health and insurance sectors, where consumers are motivated to buy
insurance policies or health-related products due to fear of illness or uncertainty. Utilizing Perception for Marketing Perception for Marketers can harness it to boost product demand and sales: Elevate Perceived Value: By emphasizing product quality, uniqueness, and benefits, marketers
can hike up the perceived value, hence motivation. Inspire Desire: Romanticizing a product and connecting it emotionally with the consumer can lead to stronger motivation to buy. Trigger Rational Motivation: Emotional branding can lead to
higher consumer motivation, and thus higher product demand. Ignite Fear: Though it must be used ethically, creating a sense of urgency or caution and Buying Behavior and thus higher product demand. Ignite Fear: Though it must be used ethically, creating a sense of urgency or caution and Buying Behavior and thus higher product demand. Ignite Fear: Though it must be used ethically, creating a sense of urgency or caution and Buying Behavior and 
motivation plays a pivotal role in essentially every buying decisions. Perceived Value's Impact on Motivation, pushing consumers to make purchase decisions. Perceived Value's Impact on Motivation to buy a product is hugely influenced by their perception of its value. This perceived
value is the consumer's assessment of the utility of a product based on perceptions of what is received and what is given. For example, when students perceive a textbook as high-quality, valuable and instrumental to their studies, they are more likely to buy it. How Desire Motivates Consumers Desire goes hand in hand with customer motivation. It's the
strong wish for something one sees as valuable or satisfying. Consider the desire for the latest Nike sneakers—fans often justify the high price with the expectation of quality, trend-supporting aesthetics, and brand prestige. For marketers, understanding and tapping into these desires offers an effective pathway for motivating purchases. Rational
Motivation and Its Influence by PerceptionIt's crucial we also discuss rational motivation. Consumers are considered to be rational when they seek out the best products that are worth their money and time. Suppose a customer is after a durable, reliable car. In that case, they might conduct extensive research, scrutinizing various car brands, reviews,
and ratings—an effort to make a rational buying decision influenced by their perception of the brands at hand. Role of Emotions —like happiness or excitement—about a product can boost motivation to make a purchase. Think about the
joy children show when they see toys from their favorite TV show; they want those toys because they make them happy. Fear as a Driving ForceFear can also act as a motivating factor. Many insurance companies use the fear of unforeseen circumstances like accidents, health issues, or robberies to motivate customers to buy their policies. While this
may seem somewhat negative, it's another layer of understanding how motivation works on consumer motivation, marketers can tailor their strategies to trigger motivation. They can: Elevate perceived value by highlighting the unique benefits and
qualities of their productsInspire desire by showcasing how the product meets consumers' wants and needsEncourage rational motivation through clear and concise product informationEvoke emotions by tapping into the positive feelings associated with their productsInspire desire by showcasing how the product meets consumers' wants and needsEncourage rational motivation through clear and concise product informationEvoke emotions by tapping into the positive feelings associated with their productsInspire desire by showcasing how the product informationEvoke emotions by tapping into the positive feelings associated with their productsInspire desire by showcasing how the product informationEvoke emotions by tapping into the positive feelings associated with their productsInspire desire by showcasing how the product informationEvoke emotions by tapping into the positive feelings associated with their productsInspire desire by showcasing how the product informationEvoke emotions by tapping into the positive feelings associated with the product informationEvoke emotions by tapping into the positive feelings associated with the product informationEvoke emotions by tapping into the positive feelings associated with the product information Evoke emotions and the product information Evoke emotion 
situations The understanding of motivation in relation to consumer behavior presents infinite opportunities for marketers to connect with consumer perception in influencing motivation and purchasing decisions should never be overlooked in
the world of marketing. After all, it's said, "People don't buy products; they buy feelings and solutions". And what other way to drive these feelings and solutions than through the careful crafting of strategies to motivate the consumer? The key is understanding the core of consumer behavior and fine-tuning our approach to meet those needs, wants,
and preferences in the most fulfilling way. Strategies to Motivate Consumers will be more motivated to make a purchase when they believe the value they're getting is more than what
they're parting, why they'd feel that a $200 sneaker would last longer and serve them better than a $50 one. Remember, perceived value can also be improved by the brand image and reputation, quality symbolism, and unique features that set the product apart from competitors. How Desire Motivates Consumers Desire forms an essential aspect of
consumer motivation. Marketers tap into this by creating an aspiration around their products. Apple's iPhones are an excellent example-Apple has successfully created a market where consumers are drawn to its sleek design, innovative features, and the status symbol that owning an iPhone represents. It's all about creating a strong emotional bond
between consumers and the product/service, where consumers feel driven to possess it, and fulfill their desires. Rational Motivation and Its Influence by PerceptionRational motivation and Its Influence by PerceptionRation and Its Influence by Perception Rationa
Marketers hence often focus on facts, logical arguments, and direct benefits to trigger rationally driven consumer decision-making. Feelings evoke strong reactions and influence behavior significantly. Telling compelling stories, creating
emotional advertisements, and using engaging visuals can make a product resonate with consumers. Think of those heartfelt insurance commercials - they're playing straight to emotions, aren't they? Fear as a Driving Force Fear can be a powerful motivating force. Not quite ethical, but marketers often use fear, like inducing the fear of missing out
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(FOMO) with limited-time offers, to boost quick sales. Fear of social rejection can also motivate consumers to buy certain clothing, accessories, or electronic gadgets. While it's a tricky path to tread, if you overcome the ethical concerns, it could indeed lead to a boost in sales. Utilizing Perception in Marketing Strategies Consumer perception

significantly influences buying behavior. To achieve a positive perception, businesses focus on quality, impeccable service, and unique selling propositions. Reinforcing positive experiences and correcting negative ones is an ongoing part of managing consumer perception, and is essential for maintaining a strong customer base. Photo by storyfuel on Unsplash Abraham Maslow's hierarchical approach to motivation has been universally "adopted by marketers" (Solomon, White, & Dahl, 2015, p. 100) because it helps them to understand which level of need their target consumer is trying to meet and how to market their product to fulfill that need (Thompson, 2019). Coca-Cola (Coke) is known for its

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unique and innovative marketing strategies and their approach to Maslow's Hierarchy of Needs is no exception. Throughout history, Coke has expertly targeted every tier of Maslow's model is physiological, or basic, needs. The
consumers at this level are solely seeking to satisfy their basic survival needs, such as water and staple food items (Walker, 2017). In 1986, Roberto C. Goizueta, the Chairman and CEO of Coke at the time, is quoted saying: "Eventually the number 1 beverage on earth will not be tea, or coffee, or wine, or beer, it will be soft drinks. Our soft drinks."
(Angelico, Neidik, & Webb, 1998) proving that the company was determined to target the consumers in this motivation tier. Since then, Coca Cola has managed to convince consumers that it should be a staple in their diet, and for many, it has completely replaced water, but this was not always the case (Angelico et al., 1998). In 1886, John Pemberton
combined the healing properties of the coco leaf and the cola nut to create a drink that would eventually become Coca Cola; he originally created and marketed it as a "brain-tonic" or "cure-all elixir" (Angelico et al., 1998). Though Maslow would not be born for another 20 or so years (The Editors of Encyclopaedia Britannica, 2019), Pemberton was
inadvertently marketing his elixir to the second tier in Maslow's Hierarchy of Needs: safety needs until their physiological needs have been met (Walker, 2017). While Coke is no longer regarded as a "health" drink, it still appeals to
consumers motivated by safety needs because it provides them with the comforting feel of home. During WW2, one severely wounded American soldier even credited holding in his hand an empty Coke bottle for being "the only thing that kept him from dying all night long" (Angelico et al., 1998). The motivational needs in the third tier, belonging and
love, address consumers who feel their physiological and safety needs have been adequately satisfied who are now looking to spend more of their disposable income (Walker, 2017). This tier is an appealing choice for marketers (Walker, 2017). This tier is an appealing choice for marketers (Walker, 2017).
their social needs. Coke's global growth strategy resulting in the brand becoming "within an arm's reach" of the consumer at all times, combined with its air of nostalgia sentimentally depicted in advertisements featuring children and the good ol' days, resulted in many consumers purchasing Coke as a way to fulfill their intimacy motivations
(Angelico et al., 1998). "Coca Cola is your friend. Wherever you go Coca Cola is always there, it's like coming home to mother." (Angelico et al., 1998). The second to final tier, self-esteem needs, generally consists of luxury brands (Walker, 2017). In modern-day Eurocentric and Western cultures, we might not consider Coke a luxury item, but its early consists of luxury brands (Walker, 2017).
history is rooted in social status and classism. Mid-20th century, as a feature of American culture and domestic hospitality, a host would be expected to serve friends and family Coke over Pepsi, the former regarded as a luxury and the latter reg
surrounding achievement, a theme present throughout Coke's marketing since the early days when a company hanging a Coke sign out resulted in "immediate business success" (Angelico et al., 1998). Achievement and success were also strong themes developed through the brand's sponsorship marketing strategies, namely as a feature sponsor for
Olympic events including the 1996 Olympics in Atlanta (Angelico et al., 1998), which continue to this day. Self-actualization needs, the final tier, addresses the motivations of consumers who have already fulfilled their needs in all of the previous tiers and now desire a sense of self-fulfillment and accomplishment (Walker, 2017). As a Candler, who
transformed Coke into the soda giant we know today, appealed to consumers—name business men at the time - in this tier by claiming "a Coca Cola taken at 8, energizes the brain 'till 11" (Angelico et al., 1998). Candler also oversaw the creation of Coke's iconic Normal Rockwell-style of advertisements which would catalyze 2 decades of "ads linking"
Coke to life's special moments" (Angelico et al., 1998). I believe Coke is the perfect brand to study when learning about Maslow's Hierarchy of Needs. Being able to market to the different motivations of consumers at each level of the model cannot be easy, but I believe it is the reason Coca Cola has maintained so much success over such a long period
of time. Maslow's model teaches us that, "[c] onsumers may have different times and stages of their lives" (Solomon et. al, 2015, p. 101), thus by marketing to all 5 tiers, Coca Cola can essentially guarantee life-long consumers. In the grand scheme of marketing, understanding the "why" behind a consumer's decision plays a
crucial role. What exactly triggers the purchase? Why do consumer selevior to put it in the simplest possible terms, motivation in consumer behavior is what drives a customer to seek, select, and
purchase a particular product or service. It's the spark, that kick-starting energy that nudges them toward a decision. Needless to say, this motivation varies from person and there's an array of factors that influence consumer motivation is essential to
comprehending the concept. Here are some key influencing aspects: Needs and Wants: Basically, the urgency and desire for a product or service trigger the motivation to purchase. This ranges from basic survival needs to more complex desires. Preferences: A consumer's subjective likes and dislikes come into play, often influenced by personal
experiences or information gathered over time. Social Influence: Consumers are also motivated by societal norms, peer pressure, and trends that permeate through social circles. The Why's of Motivation Understanding what drives a consumer psychology steps in.
Unraveling the 'why' behind a purchase decision can be related back to two basic types of motivation: Intrinsic Motivation: Here, the motivation comes from within, driven by personal interests or sheer enjoyment. For instance, a person might be keen on purchasing a painting because they genuinely appreciate art. Extrinsic
Motivation: This type of motivation is driven by external factors or rewards. This could be anything from discounts, loyalty programs, or even recognition from beers. Practical Examples in ActionLet's use a quick scenario to highlight this. Think about a teenager who buys the latest smartphone. They might be intrinsically motivated if they have a
genuine interest in tech, love exploring new features, and derive a sense of satisfaction from owning the latest gadget. Alternatively, the extrinsic motivation to purchase is still very much present, but it's driven by an external
factor. Photo by merttly on UnsplashTypes of Consumer Motivation Having looked at what motivates consumers and identified the driving factors, it's high time we delve deeper to understand the distinct forms of consumer motivation, as follows: The Power of Perceived ValueIt all boils down to this idea: consumers will only engage with your product or
service if they perceive its value to outweigh the cost. This perceived value is essentially the fuel that drives their buying decision. Let's break down a tangible example. If a student is motivated to purchase a chemistry book, their decision will hinge on their perception of its value. Will it enrich their understanding, offer them the best information, and
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decisions. Consider a faithful fan of Harley Davidson motorcycles driven by an emotional connection to the brand. The rumble of the engine, the brand. Fear also functions as a form of consumer motivation. Consumers often buy
products or subscribe to services to alleviate or prevent fears, out of the desire for safety or security. Think of the surge in sales of face masks and hand sanitizers during the COVID-19 pandemic. Fear of contracting the deadly virus greatly motivated consumers to purchase these products. Photo by vonshnauzer on UnsplashThe Role of Perception in
Consumer MotivationWe've already seen what motivation is in consumer behavior and what factors influence it, such as needs, wants, preferences, and social influences purchasing decisions. Perception in marketing refers to how
consumers interpret information about products or services. This can relate to pricing, branding, packaging, advertising, and so on. Each person's perception varies and is influenced by a multitude of factors including past experiences, personal beliefs, and societal culture. Perception Influencing Motivation Now that we understand what perception is,
let's see how it influences consumer motivation: Perceived value: When a consumer perceive to have high value, they are more likely to be motivated to purchase it. Take Apple products as an example; many consumers perceive them as high quality, innovative, and status-enhancing, fueling their motivation to buy. Desire: A
consumer's perception of a product can build a strong desire, making it a powerful motivator. A classic instance is diamond marketing. De Beers effectively used marketing a strong emotional desire among consumers to buy diamonds. Rational motivation: When a commitment, stirring a strong emotional desire among consumers to buy diamonds. Rational motivation: When a commitment, stirring a strong emotional desire among consumers to buy diamonds.
consumer perceives a product to reasonably fulfill a specific need or function, they are motivated rationally. For example, if an individual perceives an electric car like Tesla to be environment-friendly and cost-effective in the long run, their motivation to buy is rational. Emotional motivation: Sometimes, consumers are not driven by logic but by how a
product makes them feel. This is where emotional motivation comes into play. A consumer might be motivated to buy a luxury handbag not for its functionality but for the feel-good factor. This is often seen in the health and insurance sectors, where
consumers are motivated to buy insurance policies or health-related products due to fear of illness or uncertainty. Utilizing Perception for MarketingArmed with the knowledge of how consumer perception influences motivation, marketers can harness it to boost product demand and sales: Elevate Perceived Value: By emphasizing product quality,
uniqueness, and benefits, marketers can hike up the perceived value, hence motivation. Inspire Desire: Romanticizing a product and connecting it emotionally with the consumer can lead to stronger motivation. Evoke
Emotion: Emotional branding can lead to higher consumer motivation, and thus higher product demand. Ignite Fear: Though it must be used ethically, creating a sense of urgency or caution can motivate consumers to act. Photo by markfb on Unsplash Motivation and Buying Behavior Following from our previous discussion on how motivation influence
consumer behavior, it's clear that motivation plays a pivotal role in essentially every buying decisions. Perceived Value's Impact on Motivation to buy a product is hugely influenced by their
perception of its value. This perceived value is the consumer's assessment of the utility of a product based on perceptions of what is received and what is given. For example, when students perceived and instrumental to their studies, they are more likely to buy it. How Desire Motivates Consumers Desire Motivates Consumers Desire Motivates and instrumental to their studies, they are more likely to buy it. How Desire Motivates Consumers Desire Motiva
hand with customer motivation. It's the strong wish for something one sees as valuable or satisfying. Consider the desire for the latest Nike sneakers—fans often justify the high price with the expectation of quality, trend-supporting aesthetics, and brand prestige. For marketers, understanding and tapping into these desires offers an effective pathway
for motivating purchases. Rational Motivation and Its Influence by PerceptionIt's crucial we also discuss rational motivation. Consumers are considered to be rational motivation and Its Influence by PerceptionIt's crucial we also discuss rational motivation.
scrutinizing various car brands, reviews, and ratings—an effort to make a rational buying decision influenced by their perception of the brands at hand. Role of Emotional Motivation in Buying Decisions Emotions play a significant role in shaping consumer motivation. Positive emotions—like happiness or excitement—about a product can boost
motivation to make a purchase. Think about the joy children show when they see toys from their favorite TV show; they want those toys because they make them happy. Fear as a Driving ForceFear can also act as a motivating factor. Many insurance companies use the fear of unforeseen circumstances like accidents, health issues, or robberies to
motivate customers to buy their policies. While this may seem somewhat negative, it's another layer of understanding how motivation motivation, marketers can tailor their strategies to trigger motivation. They can: Elevate
perceived value by highlighting the unique benefits and qualities of their products Inspire desire by showcasing how the product information Evoke emotions by tapping into the positive feelings associated with their product Ignite fear, especially for
products and services that prevent or resolve adverse situations. The understanding of motivation in relation to consumer behavior presents infinite opportunities for marketers to connect with consumer perception in influencing motivation and
purchasing decisions should never be overlooked in the world of marketing. After all, it's said, "People don't buy products; they buy feelings and solutions". And what other way to drive these feelings and solutions than through the careful crafting of strategies to motivate the consumer? The key is understanding the core of consumer behavior and fine-
 tuning our approach to meet those needs, wants, and preferences in the most fulfilling way. Strategies to Motivate Consumers about the price tag; consumers will be more motivated to make a purchase when they
believe the value they're getting is more than what they're parting, why they'd feel that a $200 sneaker would last longer and serve them better than a $50 one. Remember, perceived value can also be improved by the brand image and reputation, quality symbolism, and unique features that set the product apart from competitors. How Desire
Motivates Consumers Desire forms an essential aspect of consumer motivation. Marketers tap into this by creating an aspiration around their products. Apple has successfully created a market where consumers are drawn to its sleek design, innovative features, and the status symbol that owning an iPhone
represents. It's all about creating a strong emotional bond between consumers and the product/service, where consumers and fulfill their desires. Rational Motivation and Its Influence by PerceptionRational motivation is driven by logic and reasoning. Consumers analyze the direct benefits, the utility they'll get from a product,
like buying a fuel-efficient car for saving future costs. Marketers hence often focus on facts, logical arguments, and direct benefits to trigger rationally driven consumer decision-making. Feelings evoke strong reactions and influence behavior
significantly. Telling compelling stories, creating emotional advertisements, and using engaging visuals can make a product resonate with consumers. Think of those heartfelt insurance commercials - they're playing straight to emotions, aren't they? Fear as a Driving Force Fear can be a powerful motivating force. Not quite ethical, but marketers often
use fear, like inducing the fear of missing out (FOMO) with limited-time offers, to boost quick sales. Fear of social rejection can also motivate consumers to buy certain clothing, accessories, or electronic gadgets. While it's a tricky path to tread, if you overcome the ethical concerns, it could indeed lead to a boost in sales. Utilizing Perception in
Marketing StrategiesConsumer perception significantly influences buying behavior. To achieve a positive experiences and correcting negative ones is an ongoing part of managing consumer perception, and is essential for maintaining a
strong customer base. Photo by storyfuel on Unsplash When it comes to understanding consumers behave the way they do, what influences their decision-making process, and how they interact with products and services. In this comprehensive guide, we
will delve deep into the topic of motivation in consumer behavior, exploring its definition, theories, and practical implications. Whether you're a marketer, business owner, or simply curious about human behavior, this article will provide valuable insights into what motivates consumers and how it impacts their choices. What is Motivation in Consumer
Behaviour? Motivation in consumer behavior refers to the internal psychological processes that drive individuals to take certain actions, make specific purchasing decisions, and engage with brands. It involves the underlying reasons, needs, desires, and goals that propel consumers towards satisfying their wants and achieving a particular outcome.
Understanding consumer motivation is essential for businesses as it helps them identify the factors that influence consumer behavior and develop effective marketing strategies to attract and retain customers. Kentrix: Your Competitive Edge - Click to Gain Insights Today! Theories of Motivation in Consumer Behaviour 1. Maslow's Hierarchy of Needs
One of the most well-known theories of motivation is Abraham Maslow's Hierarchy of Needs. According to Maslow, individuals are motivated by a hierarchy of needs to higher-level psychological needs to higher-level psychological needs. The hierarchy of needs are motivated by a hierarchy of needs are motivated by a hierarchy of needs. The hierarchy of needs are motivated by a hierarchy of needs are motivated by a hierarchy of needs.
such as food, water, shelter, and clothing. Meeting these basic needs is crucial for survival and forms the foundation of motivation. Safety Needs Once physiological needs are fulfilled, individuals seek safety and security. This includes personal safety, financial stability, and protection from harm. Social Needs The next level in the hierarchy is social
needs, which involve the desire for love, belongingness, and social interaction. Consumers are motivated to seek acceptance, friendship, and meaningful relationships. Esteem Needs encompass the desire for recognition, status, and self-esteem. Consumers strive for achievements, respect from others, and a positive self-image. Self-image.
Actualization Needs The highest level of Maslow's hierarchy is self-actualization seek personal growth, self-fulfillment, and realizing one's full potential. Individuals motivated by self-actualization seek personal development and pursue activities aligned with their values and passions. Kentrix: Turn Data into Actionable Insights
Click Here to Transform Your Business 2. Expectancy Theory, proposed by Victor Vroom. This theory is the Expectancy Theory and desired outcomes. The theory emphasizes three key elements: Expectancy
Expectancy refers to the belief that exerting effort will lead to successful performance. Consumers are motivated when they believe that their actions will result in desired outcomes or rewards. Consumers are motivated when they believe
that their efforts will lead to positive outcomes, such as discounts, incentives, or recognition. Valence Valence represents the value or attractiveness consumers attach to their needs and goals. Factors Influencing Consumer Motivation
Consumer motivation is influenced by various factors that shape individuals' perceptions, preferences, and decision-making processes. Let's explore some of the key factors: 1. Needs and Wants Consumer motivation is driven by the discrepancy between their current state (needs) and desired state (wants). When consumers identify a gap between
what they have and what they desire, it creates motivation to take action and beliefs consumers' personal values and beliefs that guide individuals' choices and behaviors. Understanding the values and belief systems of
target consumers can help businesses align their marketing messages and offerings accordingly. 3. Cultural and Social Factors Cultural and social factors play a vital role in shaping consumer motivation. Cultural and social factors play a vital role in shaping consumer motivation. Cultural and social factors play a vital role in shaping consumer motivation.
consider these factors to effectively motivate consumers from different cultural backgrounds. 4. Emotional Appeals Emotions play a significant role in consumers' desires, fears, and aspirations. Emotionally engaging advertisements, storytelling, and experiential marketing
can evoke strong motivation and drive consumer behavior. 5. Product Involvement The level of consumer involvement with a product or service affects their motivation. Highly involved consumer behavior. 5. Product Involvement with a product or service affects their motivation by creating
opportunities for consumers to engage with the product and develop a sense of ownership. Kentrix: Your Competitive Edge - Click to Gain Insights Today! FAQs (Frequently Asked Questions) Q1: What are the different types of motivation in consumer behavior: Intrinsic Motivation in consumer behavior: Intrinsic Motivation in consumer behavior of motivation in consumer behavior.
type of motivation comes from within the individual. Consumers are driven by internal rewards or incentives, such as discounts, rewards programs, or social recognition. Q2: How can businesses use consumer motivation to
their advantage? Businesses can leverage consumer motivation to influence buying behavior and enhance customer loyalty. By understanding what motivates their target audience, businesses can tailor their marketing messages, product features, and incentives to align with consumer needs and desires. Q3: Can motivation be influenced by
advertising? Yes, advertising plays a significant role in influencing consumer motivation. Well-crafted advertisements that tap into consumers' desires, emotions, and aspirations can effectively motivate them to consider a product, make a purchase, or change their behavior. Q4: Are there any ethical considerations when leveraging consumer
motivation? Yes, ethical considerations are crucial when leveraging consumer motivation. Businesses must ensure that their marketing practices align with ethical standards and do not exploit or manipulate consumers' vulnerabilities. Transparency, honesty, and respect for consumer autonomy should guide marketing efforts. O5: How can businesses
measure consumer motivation? Consumer motivation is challenging to measure directly, as it is an internal psychological state. However, businesses can employ various indirect measures, such as surveys, interviews, observation, and analyzing consumer behaviors and choices. Q6: What are some common pitfalls to avoid when trying to motivate
consumers? Some common pitfalls to avoid when trying to motivate consumers include: Overpromising and underdelivering Ignoring individual differences and preferences Failing to communicate value effectively Neglecting to create an emotional connection with consumers Relying solely on extrinsic rewards without considering intrinsic motivation
Conclusion Motivation is a fundamental aspect of consumer behavior that drives individuals to make purchasing decisions and engage with brands. By understanding the underlying factors and theories of motivation, businesses can develop strategies that resonate with their target consumers and drive desirable outcomes. Remember, motivation is
not a one-size-fits-all concept. It varies across individuals and contexts, making it crucial for businesses to continually assess and adapt their approaches to effectively influence consumer behavior. Read More, How Data Analytics is Revolutionizing Market Entry Strategy for Online Pharmaceutical Retail Abraham Maslow's hierarchical approach to
motivation has been universally "adopted by marketers" (Solomon, White, & Dahl, 2015, p. 100) because it helps them to understand which level of need their target consumer is trying to meet and how to market their product to fulfill that need (Thompson, 2019). Coca-Cola (Coke) is known for its unique and innovative marketing strategies and their
approach to Maslow's Hierarchy of Needs is no exception. Throughout history, Coke has expertly targeted every tier of Maslow's model is physiological, or basic, needs. The consumers at this level are solely seeking to satisfy
their basic survival needs, such as water and staple food items (Walker, 2017). In 1986, Roberto C. Goizueta, the Chairman and CEO of Coke at the time, is quoted saying: "Eventually the number 1 beverage on earth will not be tea, or coffee, or wine, or beer, it will be soft drinks." (Angelico, Neidik, & Webb, 1998) proving that the
company was determined to target the consumers in this motivation tier. Since then, Coca Cola has managed to convince consumers that it should be a staple in their diet, and for many, it has completely replaced water, but this was not always the case (Angelico et al., 1998). In 1886, John Pemberton combined the healing properties of the coco leaf
and the cola nut to create a drink that would eventually become Coca Cola; he originally created and marketed it as a "brain-tonic" or "cure-all elixir" (Angelico et al., 1998). Though Maslow would not be born for another 20 or so years (The Editors of Encyclopaedia Britannica, 2019), Pemberton was inadvertently marketing his elixir to the second tier
in Maslow's Hierarchy of Needs: safety needs until their physiological needs have been met (Walker, 2017). While Coke is no longer regarded as a "health" drink, it still appeals to consumers motivated by safety needs because it
provides them with the comforting feel of home. During WW2, one severely wounded American soldier even credited holding in his hand an empty Coke bottle for being "the only thing that kept him from dying all night long" (Angelico et al., 1998). The motivational needs in the third tier, belonging and love, address consumers who feel their
physiological and safety needs have been adequately satisfied who are now looking to spend more of their disposable income (Walker, 2017). This tier is an appealing choice for marketers (Walker, 2017). Coke included, due to the sheer volume of consumers motivated to make purchasing decisions that satisfy their social needs. Coke's global growth
strategy resulting in the brand becoming "within an arm's reach" of the consumer at all times, combined with its air of nostalgia sentimentally depicted in advertisements featuring Coke as a way to fulfill their intimacy motivations (Angelico et al., 1998). "Coca Cola is your friend."
Wherever you go Coca Cola is always there, it's like coming home to mother." (Angelico et al., 1998). The second to final tier, self-esteem needs, generally consists of luxury brands (Walker, 2017). In modern-day Eurocentric and Western cultures, we might not consider Coke a luxury item, but its early history is rooted in social status and classism.
Mid-20th century, as a feature of American culture and domestic hospitality, a host would be expected to serve friends and family Coke over Pepsi, the former regarded as a luxury and the latter regarded as a, "second-class drink" (Angelico et al., 1998). This social tier also encompasses motivations surrounding achievement, a theme present
throughout Coke's marketing since the early days when a company hanging a Coke sign out resulted in "immediate business success" (Angelico et al., 1998). Achievement and success were also strong themes developed through the brand's sponsorship marketing strategies, namely as a feature sponsor for Olympic events including the 1996 Olympics
in Atlanta (Angelico et al., 1998), which continue to this day. Self-actualization needs, the final tier, addresses the motivations of consumers who have already fulfilled their needs in all of the previous tiers and now desire a sense of self-fulfillment and accomplishment (Walker, 2017). As a Candler, who transformed Coke into the soda giant we know
today, appealed to consumers—name business men at the time - in this tier by claiming "a Coca Cola taken at 8, energizes the brain 'till 11" (Angelico et al., 1998). Candler also oversaw the creation of Coke's iconic Normal Rockwell-style of advertisements which would catalyze 2 decades of "ads linking Coke to life's special moments" (Angelico et al., 1998).
al., 1998). I believe Coke is the perfect brand to study when learning about Maslow's Hierarchy of Needs. Being able to market to the different motivations of consumers at each level of the model cannot be easy, but I believe it is the reason Coca Cola has maintained so much success over such a long period of time. Maslow's model teaches us that,
"[c]onsumers may have different need priorities at different times and stages of their lives" (Solomon et. al, 2015, p. 101), thus by marketing to all 5 tiers, Coca Cola can essentially guarantee life-long consumers.
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